

Possible Screening Scenarios

	Educate	Organize & Mobilize	Advocate
Goal	<ul style="list-style-type: none"> • Raise awareness of the extent of health inequities • Track the root causes in inequities in other aspects of our lives • Demonstrate that it doesn't have to be this way, that we as a society can make different policy choices 	<ul style="list-style-type: none"> • Get people involved • Reach out and build alliances with other stakeholder groups • Connect people to health equity initiatives • Inspire people to mobilize for change 	<ul style="list-style-type: none"> • Define and achieve policy goals that promote health equity • Bring mobilized constituencies together to educate public officials and advocate for policy changes
Screening	<p>Use the most relevant episode for the audience in existing trainings, conferences, and classes. Organize screenings with staff, constituency, or community members within and across sectors.</p> <p>Facilitate a discussion about the perceptions of health inequities from a personal, community, state or national level, including how issues of health inequities relate to how we accomplish day-to-day work.</p>	<p>Select an episode that will both resonate with the audience and introduce concepts they may not consider related to health inequities to illustrate the depth and breadth of health inequities work happening across sectors</p> <p>Facilitate discussion on the health impacts — good and bad — that policies across sectors have on health. Focus on how organizing and mobilizing a base from the community to the national level is key to achieving successful policy changes.</p>	<p>Select the episode or clip(s) that will set the context for your advocacy goal and intrigue your audience. One that can complement expert speakers and community member testimony.</p> <p>Use the clip to reinforce the need, urgency, and timeliness of the proposed policy or initiative. Link this effort to a broader network of health equity policies</p>
Solutions	<p>Feature local experts who can provide examples of policies and initiatives—health & non-health—that exemplify a multi-prong approach to health equity and demonstrate health inequities can be reduced.</p>	<p>Present solutions in the context of how they were achieved—what kind of leadership, targeted outreach, education, organizing strategies, and coalitions were needed to build a strong base for action to achieve a policy win.</p>	<p>Present the policy or initiative providing information on:</p> <ul style="list-style-type: none"> • What the policy will do • How it will lead to better population health outcomes • Who is in support and in opposition
Audience Actions	<p>Encourage audience to:</p> <ul style="list-style-type: none"> • Learn more about the impact of health inequities in their geographic area—tools & resources will be available on the companion website • Use the series for education at work and in the community • Foster dialogue within their network about health inequities 	<p>Invite audience to join the fair health movement by using the series to:</p> <ul style="list-style-type: none"> • Build consensus that health and non-health policies are needed at the local, state, and national levels for health equity • Educate and mobilizing others around a specific issue • Conduct outreach within and across sectors 	<p>Provide audience specific ways to support the policy such as:</p> <ul style="list-style-type: none"> • Write letters of support • Organize briefings or press events using clips from the series to leverage support • Organize legislative visits to the state capitol • Garner support from allies in other sectors